

Appendix C: Visual Preference Survey

During the First Public Meeting of the Rockville's Pike Charrette, participants were asked to examine a series of images and vote on their preferences using their Visual Preference Survey sheet. The survey was designed to give the public a chance to provide further input about community character and urban design. The results helped guide the consultant team as they worked on the design elements of the plan for *Rockville's Pike*.

Images were divided according to different types of physical characteristics – for example, streets, buildings types, storefronts, fountains, etc. Participants rated each image on a scale of one to five, according to how well they thought it reflected the community's vision for the future of the Pike, with one being not appropriate, three being neutral and five being very appropriate. Ratings were averaged and the results are provided below, sorted by category and listed from highest to lowest average rating.

Streets



Public Places

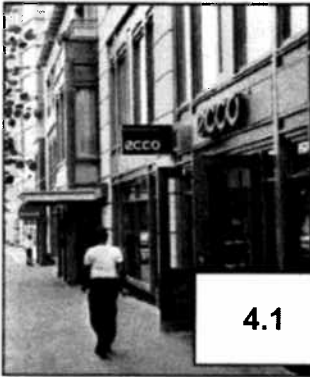




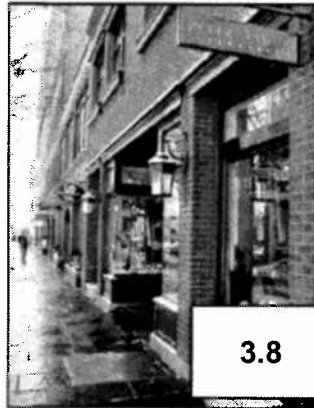
Building Types



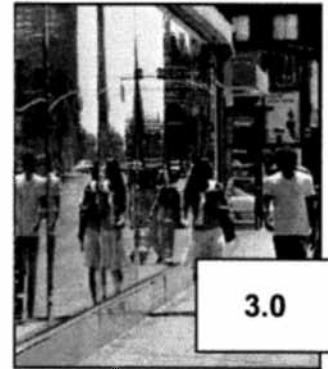
Storefronts



4.1



3.8



3.0

Seating, Paving, Landscaping and Fountains



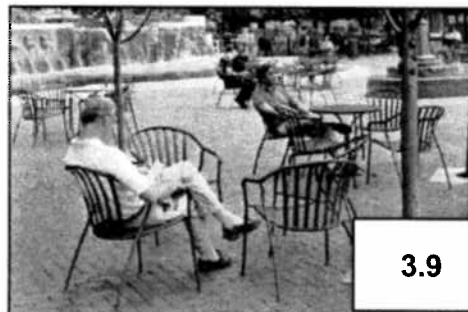
4.4



4.0



3.9



3.9



3.7



3.6



3.5



3.4



3.4

Art and Cafes



3.8



3.8



3.7



3.1



2.9

Rockville's Pike Plan – Visual Preference Survey

A Visual Preference Survey gives the public a chance to provide further input about community character and urban design. Your feedback will guide the project team as they work on the refine on the design elements of the plan for Rockville's Pike.

We will show you a series of images. As you look at each image, think about how appropriate it would be for the Rockville community. Please use this form to indicate your impression of each image by rating it on a scale of 1 to 5.

- If you think an image is very appropriate, or if it illustrates something you would really like to see along the Pike, put an "X" under 5.
- If you feel neutral about an image, put an "X" under 3.
- If you think an image is not appropriate, or if it illustrates something you do not want to see along the Pike, put an "X" under 1.

Each image you see will be numbered. If you have a comment about a particular image, you may record it in the space provided. Thank you.

Image	Not Appropriate 1	2	Neutral 3	4	Very Appropriate 5	Comments
1						
2						
3						
4						
5						
6						
7						
8						
9						
10						
11						
12						

